

## Guidelines for Food and Beverage Sales (2007)

The timelines for full implementation of the provincial guidelines in BC Schools are:

Elementary Schools:  
*January 1, 2008*

Middle Schools:  
*September 1, 2008*

Secondary Schools:  
*September 1, 2008*

*For more information, please contact*

**Healthy Schools Unit**

Office: 250-356-6047

## More Health, Less Wealth?

Some vendors and schools are concerned that offering healthier choices will negatively impact school revenue. Initially, some schools report that sales may drop off but by offering what students prefer from the 'Choose Most' and 'Choose Sometimes' categories most schools have reported that there is little impact on revenue and, in some cases, revenue increases.

## School Food Guidelines Support

As part of its larger Healthy Eating Strategy, the [BC Healthy Living Alliance \(BCHLA\)](#) is providing \$1,000,000 to support BC Schools to implement the Guidelines for Food and Beverage Sales. The School Guidelines Support Initiative is being led by [Dietitians of Canada](#).

## What supports are available?

From services providing direct nutrition support to information on brand name foods that meet the Guideline criteria, the following great new resources can help you make healthy choices the easy choices for your students.

## Brand Name Food List

[www.brandnamefoodlist.ca](http://www.brandnamefoodlist.ca) provides nutrition ratings for packaged and franchised food and beverages. This list will help you more easily find Choose Most and Choose Sometimes items that meet the provincial guidelines.



## New Fact Sheets

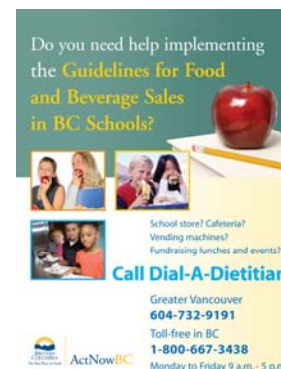
Coming Soon! New fact sheets, including one on school vending machines, with helpful tips such as:

- How to maximize acceptance and promote healthy choices to students
- How to develop new contracts or deal with existing contracts

Stay tuned for more details in our next edition!

## Dial-a-Dietitian

Expanded Dial-a-Dietitian services answer your school nutrition questions and link you to appropriate tools and local supports (e.g., community nutritionists). In Greater Vancouver call (604) 732-9191 or toll-free in BC call 1-800-667-3438. Find helpful school nutrition links at [www.dialadietitian.org](http://www.dialadietitian.org).



## Food Services Support

The Ministry of Health is partnering with education to conduct a needs assessment with school cafeterias and food services, to assist them in meeting the Guideline criteria. The results of this assessment will be used to develop tools and resources for schools with cafeterias and teaching kitchens before the end of the 2008 school year.

For more information, or if your school would like to be included in consultation and a potential pilot test of resources/tools, please contact [Lorie Hryciuk](#) at 250-952-1344.

## Increase the Health Appeal!

Students' food choices are influenced by the types of foods and beverages that are available, their taste and price. Offer 'Choose Most' products at a lower price than 'Choose Sometimes' products and place 'Choose Most' products at eye level to promote healthier food choices. Track the results and let us know your findings!